

Ghani Rosyad. 2025. Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, Harga, dan Lokasi Terhadap Kepuasan Konsumen (Studi Kasus Rumah Makan Moro Sakeco di Desa Klegen, Kecamatan Grabag, Kabupaten Magelang). Dibawah arahan Dwi Aulia Puspitaningrum.

ABSTRAK

Penelitian ini bertujuan untuk: 1) Mendeskripsikan kualitas produk, kualitas pelayanan, harga dan lokasi terhadap kepuasan konsumen di Rumah makan Moro Sakeco desa Klegen, Kecamatan Grabag, Kabupaten Magelang. 2) Menganalisis pengaruh kualitas produk, kualitas pelayanan, harga, dan lokasi terhadap kepuasan konsumen di Rumah makan Moro Sakeco desa Klegen, Kecamatan Grabag, Kabupaten Magelang. Metode yang digunakan dalam penelitian ini yaitu metode penelitian kuantitatif dengan pendekatan studi kasus. Metode pengambilan responden menggunakan metode *accidentall sampling*. Penelitian ini terdiri dari 50 responden. Sumber data yang digunakan adalah data primer dan data sekunder. Teknik pengumpulan data menggunakan observasi, wawancara, kuesioner, dan dokumentasi. Teknik analisis yang digunakan adalah analisis deskriptif dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa 1) kualitas produk, kualitas pelayanan, harga, lokasi dan kepuasan konsumen kategori sangat baik. 2) Kualitas pelayanan dan lokasi terbukti memberikan pengaruh nyata (*signifikan*) terhadap kepuasan konsumen. Sedangkan, Kualitas produk dan harga tidak memiliki pengaruh nyata (tidak *signifikan*) terhadap kepuasan konsumen Rumah Makan Moro Sakeco.

Kata Kunci: Kualitas Produk, Kualitas Pelayanan, Harga, Lokasi, Kepuasan Konsumen

Ghani Rosyad. 2025. Analysis of the Influence of Product Quality, Service Quality, Price, and Location on Customer Satisfaction (Case Study of Moro Sakeco Restaurant in Klegen Village, Grabag District, Magelang Regency). Supervised by Dwi Aulia Puspitaningrum.

ABSTRACT

This study aimed to 1) Describe product quality, service quality, price, and location on consumer satisfaction at Moro Sakeco Restaurant, Klegen Village, Grabag District, Magelang Regency. 2) Analyze the influence of product quality, service quality, price, and location on customer satisfaction at Moro Sakeco Restaurant in Klegen Village, Grabag Subdistrict, Magelang Regency. The method employed in this research was a quantitative approach with a case study design. The process of taking respondents an accidental sampling method. This study consisted of 50 respondents. The data sources used were primary data and secondary data. Data collection techniques include observations, interviews, questionnaires, and documentation. The analysis technique employed was descriptive analysis and multiple linear regression analysis. The results of the research showed that 1) product quality, service quality, price, location, and customer satisfaction were rated as very good. 2)Service quality and location are proven to have a significant influence on customer satisfaction. Meanwhile, Product quality and price did not have a real significant influence on customer satisfaction at Moro Sakeco Restaurant.

Keywords : Product Quality, Service, Price, Location, Consumer Satisfacation